

... Reynolds Knight

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 crop had been expected to run—experts in highly specialized forms of business financing—are extending their services into many new fields where until recently, these services had been as mysterious and esoteric as the folkways of Martians or the tribal customs of Timbuktu.
 Actually there is nothing mysterious about factors. Their prime function is to help a business enterprise turn its customers' bills (or "accounts receivable") into instant cash

They buy a company's receivables outright, paying cash on the barrelhead, or they accept receivables as security for a constant flow of money in the form of revolving loans. Each method enables the client to produce and sell more goods.
TIME WAS when factors confined their services to the textile, apparel, shoe, and furniture industries. Today they serve the whole broad spectrum of industry and commerce.

Walter M. Kelly, president of Commercial Factors Corp. of New York, says his 135-year-old company in 1962 "achieved greater progress in extending its services to new fields and new clients than at any other time in its history."
 Clients now include suppliers of diesel engines, steam boilers, tape recorders, power tools, microscopes, stereophonic sound equipment and space-vehicle components, as well as bedsheets, carpets, considerably larger than average—which would have had a downward effect on prices. Already prices (f.o.b. Florida) on frozen juice have spurted

nearly 50 per cent over November quotations.
BITS 'O BUSINESS—Christmas parties for business employees showed a down-turn in the pre-holiday period, both in number of parties given and the degree of largesse, managements in some cases gave the money instead to employ club and recreation funds.
 Banks are making increased use of closed-circuit television to do drive-in business. Ski resorts are spending close to \$140 million on new equipment for the season now starting.

Goodwill Industries Seeks Artificial Limbs, Braces

Help for handicapped people throughout the world by providing them with donated artificial limbs and braces is the latest project of the Goodwill Industries of Long Beach and the Harbor areas.
 An appeal to make this help possible through donations of such prosthetics was made today by Walter L. Case, executive director.
 Limbs and braces collected will be shipped to Goodwill Industries in Philadelphia, Pa., and Santa Ana, Calif., where

they will be crated and turned over to CARE for overseas shipment and distribution.
THE GOODWILL Industries was asked to participate in the project by the World Rehabilitation Fund because it is a logical community agency and serving handicapped people with jobs and training gives it a natural reason to be interested in handicapped everywhere.
 "Every type of discarded or

outgrown brace or prosthetic device can be used," Case said. "Most other countries have higher percentages of handicapped people than we have in the United States, and in many cases the devices cannot be obtained or people cannot afford to buy them."
 A NATIONWIDE campaign for limbs and braces is being supported by Goodwill Industries of America, Inc. 125 Goodwill Industries throughout

the United States, the U. S. Office of Vocational Rehabilitation, Catholic Relief Services, the Committee for the Handicapped of the People-to-People program, Church World Service, and the American Korean Foundation.
 If anyone has any prosthetic devices, they may call Goodwill Industries and the articles will be picked up and delivered to the proper headquarters for shipment overseas.

SALES!
TOP SIRLOIN STEAK
 \$1.49 lb.

FANCY RUSSET POTATOES
 U.S. NO. 1 QUALITY
8 lb. Cello Bag 33c

FRESH EASTERN PORK ROAST GRAIN FED
33c lb.
 Delicious Succulent Pork!

SIRLOIN TIP STEAKS
 Boneless, Tender U.S.D.A. Choice
\$1.05 lb.

Full Cut—Boneless **ROUND STEAK**
 Lean Juicy **89c lb.**

Boneless, Tender **Top & Bottom ROUND**
 Choice Steaks **98c lb.**

BONE-IN RUMP ROAST
 Tender Juicy U.S. Choice **79c lb.**

FRESH—EASTERN **Pork Butt ROAST 49c lb.**

FRESH—LEAN **Pork Steaks 59c lb.**
 EASTERN GRAIN-FED

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 Boneless, Tender U.S.D.A. Choice **\$1.05 lb.**

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BONE-IN RUMP ROAST
 Tender Juicy U.S. Choice **79c lb.**

FARMER JOHN—TOP QUALITY **SLICED BACON 59c lb.**

YORKSHIRE **Thick Sliced BACON 98c**
 2 lb. Pkg.

MIRACLE WHIP
 BY KRAFT
19c

C-H-B SYRUP
 Delicious for Pancakes!
 28-oz. Btl. **25c**

ZEE TOILET TISSUE
 4 Roll Pack **35c**

TREAT TIME PEANUT BUTTER
 16-OZ. JAR **39c**

ORANGE JUICE
 Ore-Ida Instant Potatoes **2 For 25c**

ORANGE JUICE
 3 For \$1

SEABROOK PEAS
 Fresh Frozen 10-oz. Pkg. **15c**

MORTON'S—FROZEN MEXICAN DINNER
 or BEEF ENCHILADA DINNER **3 For \$1**

Boys DRESSINGS
 BLUE—1000 ISLAND TARTAR SAUCE, SOUR CREAM 12-OZ. JAR **29c**
 ROQUEFORT 12-oz. Jar **39c**
 DANOLA—SLICED DANISH HAM 5-oz. Pkg. **67c**

Bare Root ROSES
 CALIFORNIA FIELD-GROWN, 2 Yr. Old
 OVER 25 POPULAR VARIETIES TO CHOOSE FROM. THESE PLANTS HAVE A VIGOROUS ROOT SYSTEM, PRE-PRUNED and READY TO PLANT. Guaranteed to bloom this year.
39c

AD GOOD 7-FULL DAYS!
 Thurs., Jan. 3 thru Wednesday Jan. 9

The BOYS MARKETS

IN LOS ANGELES SHOP AT:
 * 120th and Vermont
 * Crenshaw and Rodeo
 * Vermont and Siousson
 * Pico and Arapahoe
 * 47th and Broadway
 * Florence and Figueroa

OTHER BOYS MARKETS IN SOUTHERN CALIFORNIA:
 * DOWNEY, 12270 Paramount
 * FULLERTON, N. Raymond & Camargo
 * GARDENA, Edoardo Beach and Van Ness
 * HAWTHORNE, 118th St. and Hawthorne
 * LA MIRADA, Imperial and Luitwiler
 * HIGHLAND PARK, Ave. 56 and Meato Visto
 * LAKEWOOD, Lakewood Center
 * LONG BEACH, 3750 E. Anaheim
 * MONTEBELLO, Beverly and Wilcox
 * NORWALK, Pioneer and Alondra
 * POMONA, Holt and Indian Hill
 * REDONDO, Manhattan Beach and Inglewood
 * SAN FERNANDO, Glen Oaks and Hubbard
 * SAN GABRIEL, Valley and Bol Mer
 * TORRANCE, Normandie and Carson
 * WILMINGTON, Avalon and Anaheim